

INTISARI

Saat ini, persaingan dalam dunia usaha semakin ketat, perusahaan harus mampu untuk bersaing dengan kompetitornya. Salah satu caranya adalah dengan membentuk *loyalty* melalui kepuasan pada konsumen. Kualitas layanan merupakan faktor kunci bagi perusahaan agar dapat menciptakan loyalitas dari konsumen melalui kepuasan yang terbentuk.

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *pre-flight service quality*, *in-flight service quality*, dan *post-flight service quality* terhadap *passenger loyalty* melalui *passenger satisfaction* maskapai penerbangan Garuda Indonesia. Data diperoleh melalui riset 200 penumpang yang menggunakan jasa penerbangan Garuda Indonesia minimal tiga kali dalam tiga bulan terakhir, dan data diolah menggunakan *software Lisrel* versi 8.70. Teknik yang digunakan dalam penelitian ini adalah teknik *non probability sampling*. Penelitian ini mengidentifikasi pengaruh dari *pre-flight service quality*, *in-flight service quality*, dan *post-flight service quality* terhadap *passenger loyalty* melalui *passenger satisfaction* khususnya di sektor pemasaran maskapai penerbangan di Surabaya.

Hasil dari penelitian ini menunjukkan *pre-flight service quality*, *in-flight service quality*, dan *post-flight service quality* memiliki pengaruh positif dan signifikan terhadap *passenger satisfaction* maskapai penerbangan Garuda Indonesia. Variabel *passenger satisfaction* akan membentuk *passenger loyalty* pada maskapai penerbangan Garuda Indonesia.

Kata kunci : *Pre-Flight Service Quality, In-Flight Service Quality, Post-Flight Service Quality, Passenger Satisfaction, Passenger Loyalty*

ABSTRACT

Currently, in the business world where competition intensifies, companies must be able to compete with its competitors. One way is by creating loyalty through customer satisfaction. Quality of service is a key factor for companies to create customer loyalty through satisfaction is formed.

This study aims to identify and analyze the influence of the pre-flight service quality, in-flight service quality, and post-flight service quality to passenger loyalty through passenger satisfaction of Garuda Indonesia airline. Data obtained through the research of 200 passengers who use the services of Garuda Indonesia at least three times in the last three months, and the data processed using Lisrel software version 8.70. The technique used in this study is non-probability sampling technique. This study identifies the influence of the pre-flight service quality, in-flight service quality, and post-flight service quality to passenger loyalty through passenger satisfaction, especially in the marketing sector airline in Surabaya.

The results of this study indicate that pre-flight service quality, in-flight service quality, and post-flight service quality has a positive and significant impact on the passenger satisfaction Garuda Indonesia airline. Passenger satisfaction will form passenger loyalty of Garuda Indonesia airline.

Key words : Pre-Flight Service Quality, In-Flight Service Quality, Post-Flight Service Quality, Passenger Satisfaction, Passenger Loyalty